

## **The 4<sup>th</sup> Annual Patient Centricity & Engagement Conference**

### **PROGRAMME**

08.30 Registration, Informal Networking & GIC Opening Remarks

09.00 **Morning Chair's Opening Remarks**

Paul Edwards  
Director of Clinical Services  
**Dementia UK**

### **Patients At The Heart Of Decision Making**

09.10 **Walk The Walk Of Patient Centricity With Practical Steps To Place The Patient At The Centre Of All Business Decisions**

- How can pharma companies move past talking about patient centricity, and take direct action to involve patients in every part of the journey and truly centre around the patient?
- But I'm not customer facing! Contextualise patient needs throughout the organisation to ensure all decision making and design has the patient at its heart
- Collaboration is key to patient engagement, so how can pharma work more strategically with patient organisations and develop relationships that boost engagement and outcomes?

09.10 Jost Leemhuis  
Head of Safety Science  
**Roche**

09.30 Arnaud Muller  
Digital Portfolio Director, Specialty Medicines  
**Daiichi Sankyo**

### **Long-Term Patient Engagement – Panel Discussion**

09.50 **Move Beyond Ad-Hoc Engagement To Develop Long-Lasting Relationships That Strengthen Patient Involvement & Embeds Them Into Business Decision Making**

- Patient panels? Podcasts? What innovative methods can be used to engage patients long-term throughout the patient and pharma lifecycle?
- Improve listening and action feedback to enhance the patient experience
- What support do patients and advocacy groups need to be able to consistently engage with pharma companies, and what role do pharma brands have in facilitating this?
- Phase four isn't the end! Keep engagement strong post phase four to ensure the patients voice is heard continuously beyond the development process

Gunnar Schroefel  
Global Director Patient Advocacy Oncology

**Daiichi Sankyo**

John Ioannou  
Head of Global Medical Affairs Rheumatology  
**UCB**

Stephen Head  
Senior Director, Patient Partnerships  
**Astellas Pharma Europe Ltd**

Geoff Rollason  
Patient Experience & Service Director  
**Pfizer**

Paul Robinson  
European Lead, Patient Innovation  
**MSD**

Lucie Williams  
Global Head of Patient Centricity & Medical Excellence  
**Ipsen**

Matthew Hunt  
Founder & Managing Director  
**11-London**

10.20 **Bonus Session; Reserved For Exclusive Conference Partner - Open Health**

10.35 Morning Refreshment Break With Informal Networking

**Levelled-Up Advocacy Collaboration**

11.05 **Strengthen Relationships With Patient Advocacy Groups To Solidify Patient Engagement For The Future**

- How can we best identify the needs of advocacy groups, so that partnership and collaboration can demonstrably improve patient experiences?
- What do advocacy and patient groups need and expect from the pharmaceutical industry in order to effectively advocate for patients?
- Adapt your engagement strategies for both large and small advocacy groups and meet their differing needs to ensure deep-rooted collaboration

Henry Featherstone  
Global Public Affairs, General Medicines  
**Sanofi**

## **Digital Patient Engagement**

### **11.25 Develop Seamless Online Experiences For Patients & Support Them Through Virtual Engagement Programmes To Reach Your Audience Effectively**

- 2021 was the year of the app, but how can we build upon these and confidently engage all patients through digital and virtual channels?
- How can pharma companies take a systematic approach to engaging with patients digitally and truly embed this as a strong engagement channel?
- Remove barriers and support patients through digital engagement to enhance your reach without engagement levels dropping off

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### **11.45 Using The Power Of Data To Ensure Patient Centricity**

**Patients' Needs And Wishes Are Central To Being Patient Centric. Understanding Their Needs And Wishes Both Clinically And More Widely Enables Us To Better Support The Patients And Remain Patient Centric; As Opposed To Health-System Centric**

Dr Grace Lomax

Co- Founder and Clinical Director

**Patient Connect Ltd, part of Clarivate**

## **Patient Perspectives**

### **12.00 Patients' Honest Perspectives On Their Relationship & Experiences With Pharma & How Their Voice Can Boost Patient & Business Outcomes**

- What do patients expect and need from the pharmaceutical industry and how can pharma focus on the issues that truly matter to patients?
- How can pharma help patients feel more comfortable to become advocates and evidence their voices are being heard and their efforts are valued?
- What areas of the pharma process do you feel your voice is missing and how can pharma adapt to include patient insights more successfully in these areas?

Olive Fulton

**Patient Advocate**

Mary Lynne van Poelgeest-Pomfret

President

**WFIPP**

### **12.30 Spotlight On Local Pharma Affiliates In Europe. How Pharma Can Increase Their Patient Centricity For The Better Of All Stakeholders By Pulling Through Global Initiatives Into Local Affiliates In Europe & Beyond**

- Patient centricity has been a hot topic in global and U.S. pharma organizations for a while— but how patient centric is pharma at the European affiliate level?
- Where are we doing well and what is holding us back from where patient centricity matters most (i.e. locally)?

- What do possible solutions and positive experiences look like and what is required to implement them?
- Who will benefit from more patient centricity at the local level?

Eva Struckmeyer  
Patient centricity, Associate principal  
**ZS**

Jillian Gedeon  
Patient centricity, Consultant  
**ZS**

### **Patient-Centric Clinical Trial Design**

#### **12.45 Listen To & Action The Patient Voice Throughout Clinical Trials & Design Trials That Authentically & Meaningfully Engage Patients & Produce Win-Win Results**

- How can we really understand patients' needs and voices early in the clinical trial process, and harness their insights to improve patient experiences and reduce drop-off rates?
- Engage across national boundaries with differing regulations to drive patient recruitment and trial success
- Successfully co-create clinical trial design with patients and harness early patient involvement secure stronger patient outcomes and improve speed-to-market

Annie Gilbert  
Patient & Site Engagement Lead, Global Clinical Development & Operations  
**Boehringer Ingelheim**

13.05 Morning Chair's Closing Remarks

13.10 Lunch For Delegates, Speakers & Partners

#### **13.40 Informal Peer-To-Peer Discussions**

- a) Medical Devices, Apps & Digital Health

Tracey Robertson  
Patient & Site Engagement Process Lead - Global Clinical Development & Operations  
**Boehringer Ingelheim**

- b) Patient Centricity In Diagnostics

Ashton Harper  
Head of Medical Affairs (UK & Ireland)  
**Roche Diagnostics Ltd**

14.10 **Afternoon Chair's Opening Remarks**

Dr Helen Bulbeck

Director of Policy & Services  
**brainstrust - the brain cancer people**

### **Overcoming Barriers To Patient Centricity**

#### **14.20 Effective Tactics To Overcome Both Internal & External Obstacles & Ensure Organisations Authentically Embrace Patient Centricity & Commit To Action**

- The message of patient centricity is getting through, but how can we inspire action internally to truly develop processes and organisations that place the patient at the centre?
- With smaller networks of patients and advocacy groups for rare diseases, what steps can be taken to strengthen these groups and support them as valued collaborators which keep pace with other more developed therapy areas?
- How can internal silos be broken through to ensure patient centricity is a key focus company-wide?
- With ROI on patient centricity projects difficult to measure, how can the benefits be communicated clearly to ensure everyone is on the same page?

Marco Koch  
Director Early Patient Voice Lead  
**UCB**

James Fitzpatrick  
Senior Director & Head of Public Affairs UK & Ireland  
**Former Sanofi**

Helen Stoop  
Head of Patient Advocacy, Europe & Canada  
**Takeda**

Garry Brough  
Lead for Peer Learning, Partnerships & Policy  
**Positively UK**

Mark Doyle  
Director  
**A Life in A Day**

#### **14.50 Bonus Session; Reserved For Exclusive Conference Partner - Observia**

Johannes Boshkow  
Key Account Director Switzerland  
**Observia**

### **Patient Journeys**

#### **15.05 Collaborate Effectively & Engage Patients Throughout Their Journey To Demonstrably Improve Experiences & Outcomes**

- In which areas of patient journeys can pharma generate the deepest impact and bring tangible benefits to the patient experience?
- How can patients and advocates guide pharma on weaker aspects of the patient journey where they aren't being heard, and bring their insights into these spaces?
- Harness key digital tools to remove pain points from patient journeys and create seamless experiences

Geoff Rollason  
Patient Experience & Service Director  
**Pfizer**

## **Heartcare At Home- A Primary Care Led Remote Monitoring Programme For Patients With Heart Failure**

### **15.25 Remote Monitoring As A Tool For Providing Patients The Support To Manage & Optimise Their Heart Failure Care In Their Own Home**

- How a primary care network, Centric Health, in collaboration with Roche Diagnostics, is transforming delivery of equitable heart failure care to their patients by extending care from the hospital and GP practice to the patient's own home.
- We will explore how Centric Health has focused on understanding and listening to what value and outcomes in healthcare mean to patients with heart failure; as well as the importance of clinician feedback to ensure communication and integration of remote monitoring programmes with primary and acute care.
- We will examine the clinical impact primary care-based remote monitoring has had for patients participating in this programme and hear directly from some of those involved. We will share some of the positive outcomes and challenges to date.

Dr Donal Bailey  
Director of Innovation & Research  
**Centric Health**

Aoife Coughlan, PhD  
Programme Manager  
**Centric Health**

15.45 Afternoon Refreshment Break With Informal Networking

## **Stakeholder Collaboration**

### **16.15 Develop Meaningful Collaboration Across Healthcare Stakeholders To Focus Values & Actions On Patient Centricity & Outcomes**

- Align values across multiple stakeholders to ensure all parties are moving in the direction that truly matters to patients
- What are best practice examples of partnering and co-creation between patient advocacy groups and pharma?
- How can we work together to build capacity in advocacy and elevate the patient voice in healthcare and broader society?

- With the variety of different maturities and resources spread across patient groups, how can we collaborate with equal effectiveness across differing groups, ensuring all patients are represented?

Arup Pramanik  
 Head of Global Market Access TA Inflammation  
**Boehringer Ingelheim**

Suzanne Bruins  
 Associate Director Public Affairs & Patient Advocacy  
**Gilead Sciences**

Aysegül Dalbeler  
 Head of Medical and Scientific Affairs  
**Novo Nordisk**

Catherine Wood  
 Head of Patient Experience  
**Breast Cancer Now**

Alison Dunlop  
 Senior Director, Patient Advocacy  
**MHP Health**

#### **Education, Co-Creation, Collaboration**

##### **16.45 Collaborate With Patients & Advocates To Co-Create Materials That Reach, Engage & Educate Different Patient Groups**

- What steps can be taken to combat misinformation online and ensure accurate, trustworthy information rises to the top to keep patients informed and prevent alarm or distrust?
- Advanced therapeutics bring new challenges in patient education, how can we ensure patients have the right information to make an informed choice when advanced therapeutics are on the table?
- Amplify your message and positively engage with different communities and patient cohorts through co-creation of educational materials

Dr Lesley Booth MBE  
 Director of Research & PPIE  
**Bowel Research UK**

17.05 Afternoon Chair's Closing Remarks & Official Close Of Conference